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**Multicultural Markets: A Path to Growth in the U.S.**

*Fortune 1000 Companies Present Conclusive Evidence of their Successes at the 5<sup>th</sup> Annual Multicultural Marketing Summit*

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**Miami, FL – June 3, 2008** As the country enters an economic recession, it is crucial for business leaders to discover new growth opportunities by expanding beyond their established markets. With a buying power of \$1.35 trillion, the U.S. multicultural markets are important underserved consumer segments experiencing rapid growth. The 5<sup>th</sup> Annual Multicultural Marketing Summit will showcase solutions from Fortune 1000 companies that are successfully targeting these markets. The Summit will be hosted by Latin Force Group, LLC and will take place October 22-24, 2008 at the Mandarin Oriental Hotel, Miami, Florida.

The Summit is a standout, five-star event, highly rated by participants for the quality of its agenda and speakers. Ceril Shagrin, Senior Vice President of Univision, stated that the event was, “By far the most informative and entertaining event – in a class by itself.” The sophisticated ambiance of the Mandarin Oriental hotel creates an elegant atmosphere where senior executives can network and learn from peers about the latest in market intelligence, case studies and best practices across numerous industries. Firms will provide examples on how repositioning their companies within multicultural markets contributed significantly to increased revenue and profits. Kevin Jordan, a Managing Director at Goldman Sachs Urban Investment Group, which is a lead investor in Latin Force Group, shared about last year’s summit, “I was impressed by the quality of the presentations and advanced level of discussion. I left with many insights I didn’t have before.”

Presenters and attendees from past years include executives from leading companies such as Nationwide Insurance, Toyota Financial Services, General Mills, Univision, and much more. This year’s conference will feature speakers from companies such as Goldman Sachs, Coors, Nestle, Humana, Mass Mutual and many others.

A favorite feature of the Summit is the live musical entertainment each night. Last year, attendees were treated to a special performance by break out artist Chrisette Michelle of Def Jam Recordings, among other up and coming performing artists.

**About Geoscape:**

Geoscape is a strategy and market intelligence firm that provides cultural insights, consumer intelligence, go-to-market plans, databases, technology and analytics to help our clients achieve significant growth with America's new mainstream consumers. The firm is headquartered in New York City with offices in Miami and Los Angeles. Among our diverse list of clients are: Allstate, American General Financial, BlueCross BlueShield, Farmer's Insurance, DirecTV, General Mills, Humana, H&R Block, Mass Mutual, SuperValu, TracFone and Univision. To learn more about Geoscape, please visit [www.geoscape.com](http://www.geoscape.com)

**About Goldman Sachs Urban Investment Group:**

The Goldman Sachs Urban Investment Group is part of the Merchant Banking Division within The Goldman Sachs Group, Inc. (NYSE: GS), that invests capital in ethnic minority-owned or targeted businesses and urban real estate. Founded in 1869, Goldman Sachs is a leading global investment banking, securities and investment management firm. The firm is headquartered in New York and maintains offices in Miami, Chicago, Houston and Los Angeles. To learn more about the Goldman Sachs Urban Investment Group, please visit [www.gs.com/uig](http://www.gs.com/uig).

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